

## Message Text

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PAGE 01 BUCHAR 05469 281535Z

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 /020 W  
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P R 281400Z OCT 75

FM AMEMBASSY BUCHAREST

TO SECSTATE WASHDC PRIORITY 5218

USDOC WASHDC PRIORITY

INFO USIA WASHDC

AMEMBASSY VIENNA

UNCLAS BUCHAREST 5469

USDOC FOR BEWT/TPD

USIA FOR IEU AND ICS

VIENNA FOR REX AND EWTC

E.O. 11652: N/A

TAGS: BEXP, RO

SUBJ: 1976 BUCHAREST INTERNATIONAL FAIR

REF: A) BUCH 5415; B) STATE 242013

1. REGRET DELAYS RESPONDING TO REFTEL B, OCCASIONED BY PREPARATIONS FOR JOINT COMMISSION AND FOR NEGOTIATION OF SEVERAL AGREEMENTS. WE HOPE BEWT/TPD HAS MEANWHILE LOCATED SOME OF THE NECESSARY DATA IN WASHINGTON.

2. CONFLICT BETWEEN EMBASSY'S PROPOSED THEME AND GENERAL THEMES OF THE 1976 INTERNATIONAL FAIR WERE DISCUSSED AT MEETING BETWEEN BEWT DEPUTY DIRECTOR STROH AND GOR FAIR AUTHORITY DIRECTOR REMUS BRAD, ACCOMPANIED BY MAXIMILIAN VARDAN, ON SEPTEMBER 22. BRAD AND VARDAN WERE NOT HAPPY TO HEAR THAT WE WERE CONTEMPLATING A THEME WHICH WOULD HAVE BEEN CLOSER TO THAT OF TECHNOEXPO 1975 (WHICH RECENTLY CLOSED), BUT UNDERSTOOD THAT WE CANNOT RECRUIT A USG EXHIBIT IN DIRECTO COMPETITION WITH A PRIVATE US SOLO SHOW, AMERO 77, WHICH COVERS ALMOST EXACTLY THE SAME FIELDS AS THOSE PRESCRIBED

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PAGE 02 BUCHAR 05469 281535Z

FOR THE OCTOBER INTERNATIONAL FAIR AND WHICH IS SCHEDULED TO

TAKE PLACE SIX MONTHS LATER. AMERO ORGANIZERS TELL US THAT RECRUITMENT IS GOING QUICKLY AND THEY HAVE A NUMBER OF FIRM COMMITMENTS FOR THE APRIL 1977 SP2. ALTHOUGH BRAD DID NOT SAY SO, IT APPEARS TO EMBASSY THAT SUCCESS OF AMERO IS MUCH MORE IMPORTANT TO FAIR AUTHORITY THAN CONSISTENCY OF US THEME IN THE INTERNATIONAL FAIR; THE LATTER WILL BE BOOKED SOLID ANYWAY, WHEREAS AMERO WILL USE FACILITIES OTHERWISE WASTED. EMBOFF SUGGESTED DURING MEETING THAT WE WERE ATTEMPTING TO INCLUDE A (USIA) EXHIBIT BASED ON USE OF SATELLITE REMOTE SENSING FOR WEATHER AND AGRICULTURAL LAND-USE STUDY, THUS PROVIDING A LINK TO ELECTRONIC EQUIPMENT DISPLAYS OF OTHER COUNTRIES IN INTERNATIONAL FAIR. OTHER SCIENTIFIC OR CONTROL APPARATUS IN THE FIELD OF AGRICULTURE WOULD LIKDOISE QUALIFY UNDER THEMES OF BOTH FAIR AND EMBASSY PROPOSAL.

3. THUS WE CANNOT RECOMMEND A THEME IN THE HEAVY INDUSTRY FIELD, AND AGREE WITH TPD THAT A NARROW THEME SUCH AS PUMPS, VALVES AND COMPRESSORS WOULD BE NON-STARTER. LIKE 1974 THEME OF PROCESS CONTROL INSTRUMENTATION, IT WOULD BE HARD TO RECRUIT. FROM EMBASSY PERSPECTIVE, SUCH A THEME ALSO SUFFERS FROM LACK OF ORGANIZATIONAL FOCUS IN ROMANIAN ECONOMIC SYSTEM -- ALTHOUGH THESE TRADITIONAL THEMES MAY INCLUDE ONE OR TWO PIECES OF EQUIPMENT FOR EVERY FTO, MINISTRY AND END-USER IN THE COUNTRY, WHAT THEY HAVE IN EACH CASE IS GENERALLY SO LIMITED IN APPLICATION AS TO BE OF LITTLE INTEREST TO ANY OF THEM. WHAT IS NEEDED IS A RELATIVELY BROAD THEME, AIMED AT A SPECIFIC FIELD OF ECONOMIC ACTIVITY HERE, SO THAT US EXHIBITORS COMPLEMENT ONE ANOTHER AND DRAW THE ATTENTION OF SENIOR OFFICIALS (ESPECIALLY THOSE WITH TECHNICAL BACKGROUND) INTERESTED IN NEW APPROACHES TO PRODUCTION. MACHINE TOOLS WOULD HAVE ATTRACTED GREAT INTEREST, WITH PERHAPS BEST SALES OFF-THE-FLOOR POTENTIAL, BUT NMTBA CONFIRMS THAT ITS MEMBERS ARE INTERESTED IN AMERO. GIVEN AMERO, WE FEEL AGRICULTURAL AND FOOD EQUIPMENT, BROADLY DEFINED, HAS THE BEST CHANCE. SUGGEST TPD ALSO REFER TO BUCH 2512 AND BUCH A-95 FOR CONTEXT IN WHICH THIS DECISION TAKEN. ALSO BELIEVE IT WOULD BE USEFUL TO TPD TO DISCUSS THEME, INCLUDING THOSE PROBLEMS FORESEEN BY TPD, WITH AMBASSADOR BARNES AND ECONOMIC COUNSELOR SCISSORS WHO ARE NOW IN WASHINGTON AND WHO HAVE TAKEN ACTIVE INTEREST IN 1976 FAIR.

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PAGE 03 BUCHAR 05469 281535Z

4. ACCORDING TO VARDAN, MOST OF THE LARGER PAVILIONS AT THE FAIR ARE ALREADY BOOKED BY OTHER COUNTRIES, BUT HE DID NOT INDICATE CHOICE OF THEME WOULD BE FACTOR IN LOCATION.

5. USE OF USIA GEODESIC DOME WOULD SIMPLIFY MATTERS, BECAUSE IT WOULD BE CHEAPER AND THE CONCRETE PAD AND FOUNDATIONS DESIGNED FOR IT HAD NOT, AS OF SEPT 22, BEEN RESERVED FOR

ANYONE ELSE. PAVILION M, USED BY USDOC IN 1974, WAS STILL  
AVAILABLE BUT EMBASSY DOES NOT RECOMMEND IT. DOME WOULD ALLOW  
MUCH GREATER FLEXIBILITY IN EXHIBIT DESIGN, THANKS TO LACK OF  
PILLARS AND GREATER SPACE (1095 SQ METERS VS 500 SQ METERS  
FOR PAVILION M). ITS SHAPE, AMONG A SEA OF RECTANGULAR  
BUILDINGS, RESOLVES THE PROBLEM OF EXTERNAL IDENTIFICATION.  
BY USING EXISTINGPAD, DOME LOCATION IS IDEAL, CLOSER TO  
MAIN ENTRANCE AND PARKING LOT THAN MOST OTHER PAVILIONS.  
WE CANNOT IMAGINE ANY REASON FOR PUTTING IN A NEW FOUNDATION  
ELSEWHERE. SINCE WE FORESEE POSSIBILITY OF LOSING  
DESIRED SPACE TO OTHER EXHIBITORS STRONGLY RECOMMEND COMMERCE  
AND USIA AUTHORIZE EMBASSY TO RESERVE EXISTING PAD.  
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